

F 8/7

S₂ M₃



CLIMATE & HEALTH

For YOU and YOURS



A Home In The Salt River Valley, Arizona

In The

SALT RIVER
VALLEY



ARIZONA



Federal Park, Phoenix

and country clubs, paved streets and surfaced roads hotels and parks, she does not despair of pleasing the most fastidious guest.

COST OF LIVING

The cost of living is about equal to the general cost prevailing in most Southwestern communities. The tendency today is toward a reduction in rents and commodity prices. During the winter months choice residences, apartments and other accommodations are in demand, and prices are higher than in summer. A choice bungalow can be built at from \$2,000 to \$5,000, according to finish and material. Rents range from \$25.00 for unfurnished house of five rooms. Rooms vary from \$12.00 a month to \$30.00 a month, according to the location and other advantages. Board generally averages a dollar a day. In a few instances it may be obtained for a little less, but this price will be about the average. You can buy clothing just as cheaply here as in any large city. The shops are up-to-date and the prices are right. Wood and coal are used for household purposes, and cost about the same. It is only necessary to burn fuel for heating for a few months in the year. Fuel costs are not exorbitant.

EMPLOYMENT

There is an ample supply of help in occupations where light labor is performed. There is no demand for those who are looking for "soft jobs." There are many who come here to enjoy the beneficial climate and who have some means at hand: these persons are sometimes willing to work for a small compensation. In the field of individual effort there is no section of the country which offers better inducements along agricultural lines, and the farming conditions throughout the Salt River Valley are well worth while. If interested in agriculture

and farming opportunities write for special folders on the valley and the various crops.

While presenting every possible advantage to the healthseeker, Phoenix, Mesa and the other cities and towns in the valley do not offer an asylum to indigent people who wish to regain health. Living costs are moderate and compare favorably with those of most Western communities.

MESA AND OTHER TOWNS

Mesa, the second city of the valley, is a thriving town in the center of the rich agricultural district on the south side of the Salt River. Tempe, the seat of the State Normal School, lies between Mesa and Phoenix. Farther South toward the desert is the new town of Chandler, with her splendid tourist hotel, the San Marcos. Glendale, on the North side of the river, is connected with Phoenix by the Santa Fe railroad as well as by an electric line through the orange groves. Each of a dozen other small places gathers about it the thriving farm life of its particular section of the valley.

SURROUNDINGS

The individual looking for health must have surroundings which are attractive and which will at the same time permit him to secure nourishment and ordinary comforts at a reasonable cost and without difficulty. Throughout the Salt River Valley are magnificent farms producing the best of agricultural products of every variety and at all seasons. Here can the patient secure in unlimited supply and at reasonable cost, fresh milk, eggs, butter, poultry and all of the necessities of life.

No remedies to equal Nature's own, here in abundance and of the most blessed.

Pleasant skies. The sun with you every day, and who can be grouchy where the warm sun shines?

Pleasant days make pleasant people, and pleasant people are filled with health.

Health is yours for the seeking. You will find it here without seeking far in the Salt River Valley, Arizona.

AS OTHERS SEE THE VALLEY

Hon. Thos. R. Marshall, Vice-President of the United States of America, said:

"In my opinion (which is based upon experience as to its efficacy in my own family) the Salt River Valley, Arizona, has an ideal climate. I am quite satisfied it has no superior and am extremely doubtful as to its having an equal anywhere in America."

Sir Gilbert Parker of London, England, author of "The Right of Way," and many other famous books, in a recent letter to the Governor of Arizona, wrote:





Community Center In The Salt River Valley

HEALTH *and* CLIMATE

In the Salt River Valley, Arizona, Nature has assembled all the requirements for rebuilding health and renewing energy. Here are dry air, sunshine, proper altitude, nourishment, pleasant surroundings. Here has Nature perfected a mild and balmy climate with an even temperature and at an altitude of only 1,100 feet, with a dryness of atmosphere equalled by few localities and excelled by none other in the world.

PROTECTION

The Salt River Valley is protected from all cold winds by high mountain ranges to the North and East, with the Sierra Nevada and Coast ranges to the West. From the South the valley receives a sufficient shelter from a short spur of low lying hills. The Gulf of California, though distant about one hundred or so miles to the South and West, exerts a beneficial influence through its prevailing warm winds and ocean currents. Here is a locality with tropical advantages with none of the disadvantages, humidity and malaria, which are usually associated with tropical countries.

CONDITIONS IDEAL

From the conditions which we have referred to, it will now be readily understood how a climate that seldom gives a temperature at freezing point, and with rarely a cloudy day, is possible in the latitude in which the valley is situated.

THE SEASONS

There are but two seasons—the winter season which is like the opening of an Eastern spring, and the summer season which commences about June first and continues until the end of September. Sum-

mer days are bright, clear and hot. There is usually some little rain in the latter part of July or during August, generally coming in showers which soon clear and leave a wonderful freshness.

PERFECT HEALTH RESORT

The Salt River Valley has everything that goes to make up a perfect health resort and a home.

It has a minimum of rainfall, about eight inches per annum.

It has a minimum of atmospheric moisture, forty per cent humidity.

It has a minimum of air movement.

It has no malaria.

It has an altitude of about 1,100 feet.

It has a maximum of sunshine.

Each of these advantages is vital in the selection of a place best suited for health.

Within easy reach and within the area of the valley are to be found all the delights and charms ascribed to Italy or Egypt, with none of the drawbacks usually associated with those countries.

ADVANTAGES

We have all the advantages enjoyed by the Southeastern portion of the United States without the moist heavy atmosphere and malaria. We have the balmy air and even temperature of the Pacific Coast without fogs or dampness. Like that of the Central-Western mountain regions the air is dry and bracing, but we are without the blizzards and high altitudes. We have the advantages of all these favored sections without any of their unfavorable conditions. It is truly unique. Nature has few duplicates and no other section of the world is so singularly blessed in the matter of health-giving and health-making climate as is this part of Arizona.

SUMMER

Much has been written and reported regarding the summers in Arizona. Let us at once agree that the summers are hot. But as far as the human individual is concerned heat is not a matter of temperature alone. The main factor in determining climate is humidity. Humidity is vital. High temperature and low humidity are comfortable and healthful, when the reverse, low temperature and high humidity, would be beyond human endurance. To really appreciate the effects of the summer heat one must first recognize the difference between wet and dry bulb thermometers. The wet bulb gives the actual sensible heat which the body feels. In the valley this is usually 20 to 30 degrees below the temperature recorded by the dry bulb thermometer. For instance, with the thermometer registering 100 degrees at Phoenix the body actually feels a tem-

perature of only 78 degrees. This is on account of the extreme dryness of the atmosphere. Now, with a thermometer reading 95 degrees in Chicago the body would feel a temperature of 88 degrees, or you would be 10 degrees hotter in Chicago with a temperature of 95 degrees than you would be in Phoenix with temperature of 100 degrees. The average humidity throughout the year is only about 40 per cent, and there are weeks at a time during the summer when it will run far below this point. The summer months are the healthiest of the year. During the summer months the death rate is only one-third of one per cent. During these months perspiration is very copious, and owing to the very dry air, evaporation is instantaneous and a material aid to comfort.

WINTER

The delightful weather during the winter months is the inducement which brings large numbers of people each year to the valley looking to renew health and vigor. Without question the winter climate of the valley is the finest in the world, and people in poor health find that they make rapid gains during the season.

The rains that occur during the winter months are not sufficient to increase the humidity to any appreciable amount. Dryness of the atmosphere prevails in winter as well as during the summer months. The warm sun during the day is very beneficial, and there is never a day without some sunshine. Nine out of every ten days have sunshine practically all day.

IRRIGATION

The effect of the irrigation system on the primitive climatic conditions has not been noticed. The evaporation from lands under irrigation is very slight, and has no influence at all. The area under irrigation is small in comparison to the great expanse of almost unbroken desert country extending all through central Arizona. By some it has been suggested that the irrigation has tended to equalize the humidity which during the summer at mid-day ranges from 6 to 15 per cent. An amount below this would not be desirable.

ALTITUDE

When investigating a locality where health is to be re-made, the search is made for a place with dry, pure and invigorating atmosphere. In many instances these desirable conditions are only found at a high elevation, an elevation which is often very hard on the patient suffering with pulmonary or other troubles. Here in the valley are all the advantages of a high elevation, dry, pure and invigorating atmosphere, and without the disadvan-



A School In The Salt River Valley, Arizona

tages of a high altitude which are often impossible to overcome. Again, today many suggestions are made that the patient should seek recovery at an altitude about equal to that of the place where the complaint first gave trouble. The low altitude of the Salt River Valley makes it the one place in the United States absolutely the best in this respect, when the needs of patients from the East are considered.

CLIMATOLOGICAL DATA

Based on records for over 17 years

The average temperatures for the seasons are:	
Minimum	55.7
Daily Range	28.0
Variability	2.6
Humidity, Average Percentage	10.7
Sunshine, Number of Hours, Average	37.17
Possible	1111
Percentage of Possible	81
Wind, Average Velocity	1.1
The average temperatures for the seasons are:	
Spring	67.3
Summer	87.9
Autumn	70.1
Winter	52.1
Average Entire Year	69.1

MORE SUNSHINE

During a period of forty years the average number of clear days each year was 232, with partly cloudy days, 96; cloudy days, 37; rainy days, 37, and foggy days, there were only two each year. During the same period of years the average annual rainfall was 8.08 inches.

On only eight days in the entire year of 1914 was there no sunshine.

CITIES AND TOWNS

Phoenix, the capital city of Arizona, is the metropolis of the valley and the State. With her city





Federal Park, Phoenix

and country clubs, paved streets and surfaced roads, hotels and parks, she does not despair of pleasing the most fastidious guest.

COST OF LIVING

The cost of living is about equal to the general cost prevailing in most Southwestern communities. The tendency today is toward a reduction in rents and commodity prices. During the winter months choice residences, apartments and other accommodations are in demand, and prices are higher than in summer. A choice bungalow can be built at from \$2,000 to \$5,000, according to finish and material. Rents range from \$25.00 for unfurnished house of five rooms. Rooms vary from \$12.00 a month to \$30.00 a month, according to the location and other advantages. Board generally averages a dollar a day. In a few instances it may be obtained for a little less, but this price will be about the average. You can buy clothing just as cheaply here as in any large city. The shops are up-to-date and the prices are right. Wood and coal are used for household purposes, and cost about the same. It is only necessary to burn fuel for heating for a few months in the year. Fuel costs are not exorbitant.

EMPLOYMENT

There is an ample supply of help in occupations where light labor is performed. There is no demand for those who are looking for "soft jobs." There are many who come here to enjoy the beneficial climate and who have some means at hand; these persons are sometimes willing to work for a small compensation. In the field of individual effort there is no section of the country which offers better inducements along agricultural lines, and the farming conditions throughout the Salt River Valley are well worth while. If interested in agriculture

and farming opportunities write for special folders on the valley and the various crops.

While presenting every possible advantage to the healthseeker, Phoenix, Mesa and the other cities and towns in the valley do not offer an asylum to indigent people who wish to regain health. Living costs are moderate and compare favorably with those of most Western communities.

MESA AND OTHER TOWNS

Mesa, the second city of the valley, is a thriving town in the center of the rich agricultural district on the south side of the Salt River. Tempe, the seat of the State Normal School, lies between Mesa and Phoenix. Farther South toward the desert is the new town of Chandler, with her splendid tourist hotel, the San Marcos. Glendale, on the North side of the river, is connected with Phoenix by the Santa Fe railroad as well as by an electric line through the orange groves. Each of a dozen other small places gathers about it the thriving farm life of its particular section of the valley.

SURROUNDINGS

The individual looking for health must have surroundings which are attractive and which will at the same time permit him to secure nourishment and ordinary comforts at a reasonable cost and without difficulty. Throughout the Salt River Valley are magnificent farms producing the best of agricultural products of every variety and at all seasons. Here can the patient secure in unlimited supply and at reasonable cost, fresh milk, eggs, butter, poultry and all of the necessities of life.

No remedies to equal Nature's own, here in abundance and of the most blessed.

Pleasant skies. The sun with you every day, and who can be grouchy where the warm sun shines? Pleasant days make pleasant people, and pleasant people are filled with health.

Health is yours for the seeking. You will find it here without seeking far in the Salt River Valley, Arizona.

AS OTHERS SEE THE VALLEY

Hon. Thos. R. Marshall, Vice-President of the United States of America, said:

"In my opinion (which is based upon experience as to its efficacy in my own family) the Salt River Valley, Arizona, has an ideal climate. I am quite satisfied it has no superior and am extremely doubtful as to its having an equal anywhere in America."

Sir Gilbert Parker of London, England, author of "The Right of Way," and many other famous books, in a recent letter to the Governor of Arizona, wrote:



"I shall not rest until I have again breathed the air of Arizona, which did me more good than doctors or medicine of any prescription."

Mr. F. B. Callis, a well known swimming instructor, visited Phoenix recently and at the Y. M. C. A. taught 600 men and boys to swim, mostly boys, of course. With the third lesson there is a test. The youth is required to swim 25 yards unaided. Those of us who remember when we learned to swim recognize that as something of a test of endurance and strength.

Now, Mr. Callis has taught the art of swimming to thousands of boys in different parts of the country and he says that in no other place has he found such a large percentage of the boys under his care able to stand this test. The climate that makes the Phoenix youngsters so strong and healthy, encouraging the boys to spend so much of their time all the year out of doors, will do as much for you. Come and try it.

If parents all over the country knew about this they would be flocking to the Salt River Valley with their boys and girls, whose health is more to fathers and mothers than the financial advantages of any other community. But the financial advantages of this community measure up very well with those of any other, our educational advantages are much above the average—and, we have no saloons.

HOW TO REACH THE SALT RIVER VALLEY

The Salt River Valley is served by two of the great transcontinental railroads, the Southern Pacific and the Santa Fe.

The traveler bound for Phoenix or one of the other towns of the vicinity via the Santa Fe leaves the main line at Ash Fork and a day's ride through the mountains brings him to the groves and pastures of the Salt River Valley.

Travelers via the Southern Pacific transfer to the Phoenix branch at Maricopa, and reach the valley after forty-five minutes' ride across the desert.

Compiled by IMMIGRATION COMMISSIONER (Maricopa County)	
And Issued Under Authority	
BOARD OF SUPERVISORS	
CHAMBER OF COMMERCE	Address PHOENIX, ARIZ.
COMMERCIAL CLUB	MESA
BUSINESS MEN'S ASSOCIATION	GLENDALE
CHAMBER OF COMMERCE	CHANDLER
BOARD OF TRADE	TEMPE
HIGLEY BOARD OF TRADE	HIGLEY
COMMERCIAL CLUB	GILBERT
BOARD OF TRADE	BUCKEYE

CLIMATE & HEALTH For YOU and YOURS



A Home In The Salt River Valley, Arizona

In The

SALT RIVER VALLEY

ARIZONA

"I shall not rest until I have again breathed the air of Arizona, which did me more good than doctors or medicine of any prescription."

Mr. F. B. Callis, a well known swimming instructor, visited Phoenix recently and at the Y. M. C. A. taught 600 men and boys to swim, mostly boys, of course. With the third lesson there is a test. The youth is required to swim 25 yards unaided. Those of us who remember when we learned to swim recognize that as something of a test of endurance and strength.

Now, Mr. Callis has taught the art of swimming to thousands of boys in different parts of the country and he says that in no other place has he found such a large percentage of the boys under his care able to stand this test. The climate that makes the Phoenix youngsters so strong and healthy, encouraging the boys to spend so much of their time all the year out of doors, will do as much for you. Come and try it.

If parents all over the country knew about this they would be flocking to the Salt River Valley with their boys and girls, whose health is more to fathers and mothers than the financial advantages of any other community. But the financial advantages of this community measure up very well with those of any other, our educational advantages are much above the average—and, we have no saloons.

HOW TO REACH THE SALT RIVER VALLEY

The Salt River Valley is served by two of the great transcontinental railroads, the Southern Pacific and the Santa Fe.

The traveler bound for Phoenix or one of the other towns of the vicinity via the Santa Fe leaves the main line at Ash Fork and a day's ride through the mountains brings him to the groves and pastures of the Salt River Valley.

Travelers via the Southern Pacific transfer to the Phoenix branch at Maricopa, and reach the valley after forty-five minutes' ride across the desert.

Compiled by
IMMIGRATION COMMISSIONER
(Maricopa County)
 And Issued Under Authority
BOARD OF SUPERVISORS

Address

CHAMBER OF COMMERCE	PHOENIX, ARIZ.
or	
COMMERCIAL CLUB	MESA
BUSINESS MEN'S ASSOCIATION	GLENDALE
CHAMBER OF COMMERCE	CHANDLER
BOARD OF TRADE	TEMPE
HIGLEY BOARD OF TRADE	HIGLEY
COMMERCIAL CLUB	GILBERT
BOARD OF TRADE	BUCKEYE

LIBRARY OF CONGRESS



0 017 063 400 7

**Conservation Resources
Lig-Free® Type I
Ph 8.5, Buffered**